


Frances Torres

Marketing Manager & Designer

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 ftorres.net

WORK EXPERIENCE

Marketing & Multimedia Manager

TUN, Inc.

Jan. 2017 - Present

- Created advertisements, infographics, & videos for Pinterest, Twitter, Facebook, YouTube, and other social media outlets
- Raised social media follower count from around 1,000 to 20,000+
- Trained and supervised around 12 interns and graphic designers
- Analyzed metrics on Tailwind, Hootsuite, & Google Analytics to formulate and implement strategies
- Oversaw the publishing of blog, news, & resources articles on Wordpress and managed over 2,000 posts on the company's website

New Media Artspace Docent

Baruch College

Aug. 2017 - Jul. 2018

- Designed and edited press releases for exhibitions
- Met with artists and assisted with curating exhibits
- Maintained website & social media accounts

Public Relations & Global Communications Intern

Yigal Azrouël

Aug. 2015 - Dec. 2015

- Assisted with New York Fashion Week
- Helped with showroom inventory maintenance and managed sample trafficking for media and celebrity shoot requests
- Oversaw social media accounts and conducted public relations and communications research
- Corresponded with fashion publications such as InStyle, Teen Vogue, and Elle

SKILLS

Photoshop
InDesign
Illustrator
Premiere Pro
Social Media Marketing
Wordpress
Google Analytics
HTML & CSS

EDUCATION

Baruch College
Bachelor of Business Administration
Marketing Management
2013 - 2017